

Appendix 1: Questions asked by the author

Main Concept	Questions
Reputation, Interaction, Trust	
Consumers/readers/users	<ol style="list-style-type: none"> 1. How many hours/minutes a day you spend on social media? What kind of advertising do you see on social media? 2. Is reputation important for the brand? If yes, why? 3. Does information from other consumers change your opinion about a company? If yes, why? 4. Do you spread information about brands on social media? If yes, what makes you do so?
Business owners/workers	<ol style="list-style-type: none"> 5. How as a business owner/worker do you think is reputation important for you? 6. Social media and reputation are close to each other? If yes, why? 7. What social media does company use to promote their products? 8. Does a bad review/feedback influence your company brand? If yes, how exactly?